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(71) Applicant (*for all designated States except US*): QUEST
INTERNATIONAL B.V. [NL/NL]; Huizerstraatweg 28,
NL-1411 GP Naarden (NL).

(72) Inventors; and

(75) Inventors/Applicants (*for US only*): WATKINS, Stephen
[GB/GB]; 1 Kennington Place, Ashford, Kent TN24 9HZ
(GB). EYRE, Heather [GB/GB]; 9 Keyworth Mews, Can-
terbury, Kent CT1 1XQ (GB).

(74) Agent: KEITH W NASH & CO; 90-92 Regent Street,
Cambridge CB2 1DP (GB).

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(54) Title: USE OF CERAMIDES AND SIMILAR COMPOUNDS IN HAIR CARE COMPOSITIONS

(57) Abstract: A non-oxidative hair colouring composition, comprises ceramide or functionally similar related material, in the absence of phytantriol. The invention also provides a method of improving the colouring effects of non-oxidative hair colouring compositions, comprising application to the hair (during or after dyeing) of ceramide or functionally similar related material, in the absence of phytantriol. The invention also covers use of ceramide or functionally similar related material for the purpose of improving the colouring effects of a non-oxidative hair dye. The invention can be put into effect by incorporating ceramide or functionally similar related material into a hair care composition for use during non-oxidative dyeing of hair, where it acts to improve dye deposition onto hair, or into a composition for use on hair after dyeing by a non-oxidative method, e.g. a shampoo or conditioner composition, to help maintain the colour of dyed hair. Good results have been obtained with the ceramide materials Questamide H, Ceramide II and Questamix H.

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